

[sponsorwise](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)

sponsorwise

[REGISTER NOW](#)
[TAKE THE TOUR](#)
[WISE BUYS](#)

Join now!

Registering offers several advantages for both Sponsors and Sponsorship Properties:

FOR SPONSORS:
Easy access to a comprehensive listing of sponsorship opportunities.

FOR SPONSORSHIP PROPERTIES:
Thousands of qualified buyers will have access to your listing everyday.

For the first time:
Sponsorwise is uniting the global sponsorship marketing community in one easy-to-use marketplace.

[REGISTER](#)

[Browse](#)

[Search](#)

[Home](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)
[Contact Us](#)
[Help](#)
[Terms of Use](#)

Fig. 1

Registration Form

Sponsorwise, the preeminent website for sponsorship opportunity presentation and management, will launch in the first quarter of 2001.

**You have the opportunity to benefit as a Charter Subscriber, if you act now.
This offer is only available to the first 300 subscribers.***

1. Your property (event) will be listed as a Charter Subscriber.
2. Your property will be listed on a complementary basis for the first six months of 2001.
3. Subject to your final approval, there will be a listing fee established following the first six months of 2001.

Please complete the Registration form below.

An asterisk (*) indicates required items.

LogIn Information

***User Name**

Your User Name must be at least 6 characters in length.

***Password**

*Verify Password

Please note that capitalization matters for the password.

Password Question:

[Select a question to answer]

***Answer:**

If you forget your password we will identify you with this information; you will need to remember this answer exactly as it is typed above.

Contact Information

*First Name: Middle Initial:

*Last Name:

Title:

*Company/
Organization: Division:

*Address Line 1:

Address Line 2:

*City:

*State, Territory
or Province:

*Zip Code/
Postal Code:

Required for US and Canadian addresses only.

*Country

Other:

Please complete if "Other" is selected as Country above.

*Main Phone: Extension:

Alternate Phone:

Facsimile:


Email Address:

Confirm Email Address

What is your primary role regarding Sponsorship properties?

- ☐ "Buyer" only
- ☐ "Seller" only
- ☐ Both, but primarily a "Buyer"
- ☐ Both, but primarily a "Seller"

What is your organization's primary business activity?



What is your primary area responsibility?

How did you hear about Sponsorwise?

Web Ad

Please indicate the amount of Sponsorship dollars that you seek annually:

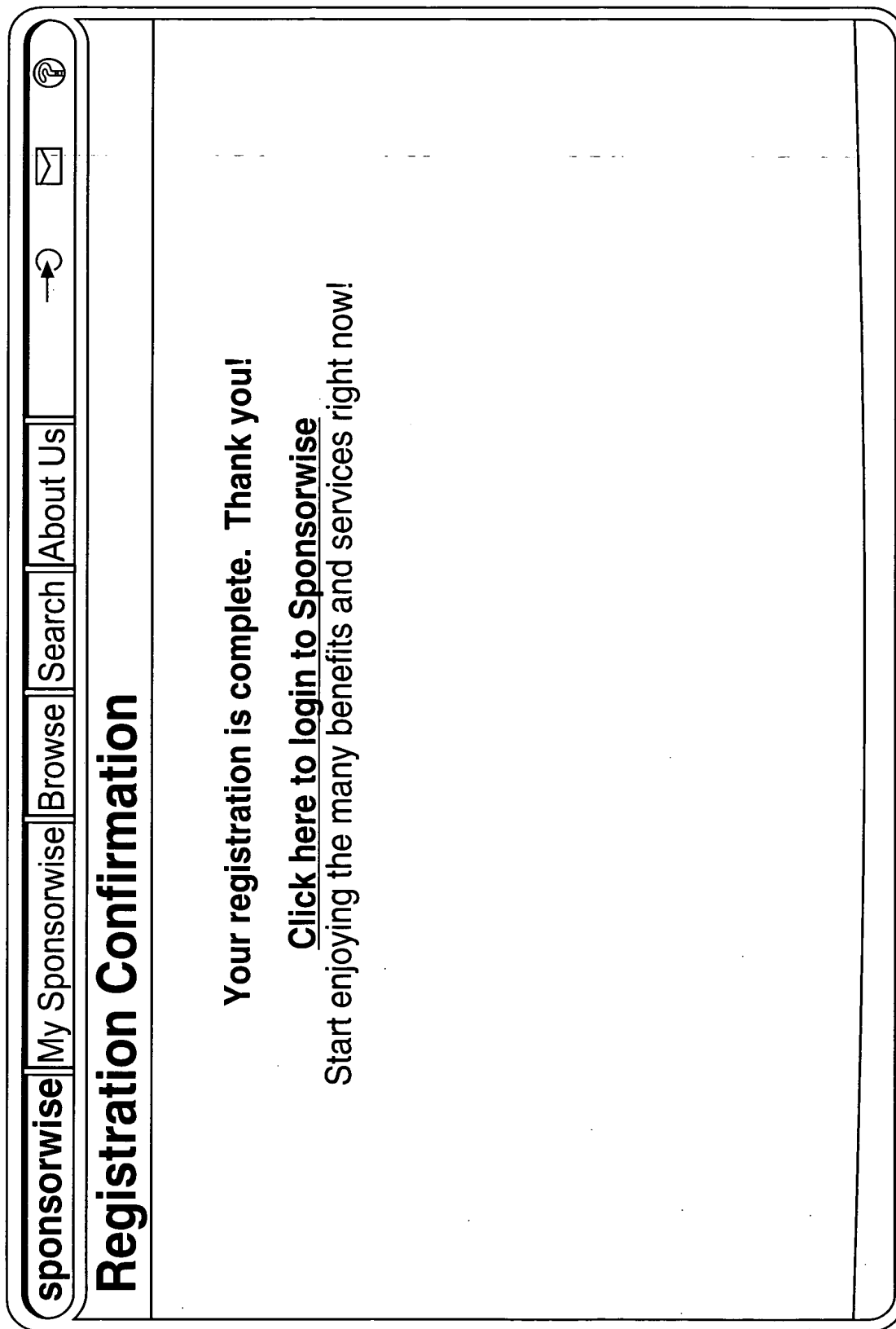
less than \$1,000	▼
-------------------	---

Please indicate the amount of Sponsorship dollars that you spend annually:

less than \$1,000



4
Fin

Fig. 5



Home [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#) **Fig. 6**

sponsorwise



Sponsorwise Login

User Name:

Password:

☐ Remember me

LOG IN

Click here if you have forgotten your password or having trouble logging in.
New users should click here to register.

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 7

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#)

My Sponsorwise
[Front Page](#) | [Property Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Wednesday, October 18, 2000

Good Evening
Dave Sullivan of
First Night International

Current Profile:
[Boston 2001 Seller](#)
[Edit Profile](#)

[Create A Property](#)

[Wise Promotions](#)

[Consulting Services](#)

[Property Manager](#)
[RFP Board](#)
[Messages](#)
[My Account](#)

[Favorites](#)

Athlets & Entertainers for Kids

SHAQTAGULAR

[Athlets & Entertainers for Kids](#)

[Grateful Dead Tribute](#) [Michal Schumacher Convention Center](#)
[1/23/01-New York](#) [Indy500-01 Season](#) [Las Vegas, NV](#)

Industry News

[Donnie Osmond Tattoo Sold on Sponsorwise for Record \\$6.5 Million](#)

[Sponsorship Market Growing Thanks to New Internet Opportunities](#)

[More->](#)

Notification

File Type Subject

☐ [RFP: Auto Search has found an RFP that matches your profile](#) Fri 9/22/00 2:22:PM

☐ [Saved Search: New matches to saved search "2001 Events"](#) Thu 9/21/00 12:45:PM

☐ [RFP: AutoSearch has found an RFP that matches your profile](#) Wed 9/20/00 7:08:AM

☐ [Unsold Inventory: Two Week Notice \(Columbus Day Parade\)](#) Tue 9/19/00 10:28:AM

FILE

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#)

[REPLY TO THIS RFP](#)

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

[Overview](#) | [Audience Description](#) | [Marketing Opportunities](#) | [Contact Information](#)

Attending Audience: 55,000+

Expanded Audience: 250,000
Reached by media promotion and PR.

Audience Keywords: fine dining, jazz, visual arts, young, professional

Household Income:

Household Income	Percentage
Under \$25,000:	50%
\$25,000 - \$39,999:	50%
\$40,000 - \$54,999:	
\$55,000 - \$74,999:	50%
\$75,000 - \$99,999:	50%
\$100,000 - \$149,999:	
\$150,000+:	

Age:

Age Group	Percentage
Young Children (0-12):	50%
Teenagers (13-17):	50%
Young Adults (18-35):	50%
Mature Adults (36-55):	
Seniors (56-75):	
Elderly (76+):	

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 10

My Sponsorwise

Browse

Search

About Us

🔍

📧

🔒

REPLY TO THIS RFP

RFP From Anonymous Buyer

My Sponsorwise > RFP Board > RFP

Overview

|

[Audience Description](#)

|

Marketing Opportunities

|

[Contact Information](#)

Marketing Opportunities:

Television
Media
VIP Hospitality
Signage with description windows

This RFP was distributed only to those Property Owners who meet target parameters.

Fig. 11

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 12

[Home](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)
[Contact Us](#)
[Help](#)
[Terms of Use](#)

sponsorwise

My Sponsorwise

?

<PREVIOUS

NEXT>

Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Add documents to your proposal. Upload new documents, or select documents from your personal filing cabinet.

UPLOAD

Add a new document

PERSONAL FILING CABINET

Find a document in your filing cabinet

CANCEL

<PREVIOUS

NEXT>

sponsorwiseMy Sponsorwise

Proposal Wizard

VIEW PROFILEATTACH DOCUMENTSPAYMENTSEND

Click "Browse" to find a document to upload.

Attachments: *

BROWSE

BROWSE

BROWSE

BROWSE

BROWSE

Description (optional):

*If you have more than five documents that you would like to upload at one time, you may want to batch them into a Zip file. Our system will automatically unzip them and show all the documents from that file on the next screen.

UPLOAD

CANCEL

[Home](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)
[Contact Us](#)
[Help](#)
[Terms of Use](#)

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 17

sponsorwise

My Sponsorwise

?

Proposal Wizard

<PREVIOUS

NEXT>

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Confirm your payment status.

RFP Reply Credit Balance: 2 credits available -- you may proceed to the next step.

Purchase Additional Credits

CANCEL

<PREVIOUS

NEXT>

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 18

sponsorwise

My Sponsorwise

?

Proposal Wizard

<PREVIOUS

SEND

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Review and send your proposal. Click the "Previous" button if you want to make changes.
Click "Send" to release your proposal.

1. Review the RFP you are responding to.

2. Check your attachments.

Attached Documents	Description	File Type
<u>FirstNight2000.ra</u>	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
<u>Financials.xls</u>	Full financial disclosures.	Excel
<u>HappyNotes.txt</u>	Tons and tons of letters from happy Sponsors!	Text

3. Create a cover note to accompany your proposal. (optional)

CANCEL

<PREVIOUS

NEXT

sponsorwise

My Sponsorwise

?

Proposal Wizard

VIEW PROFILE

ATTACH DOCUMENTS

PAYMENT

SEND

Your proposal has been successfully sent. A confirmation note will be sent to your My Sponsorwise page.





Thank you for using Sponsorwise -- the smart sponsorship marketplace.

OK

Fig. 20

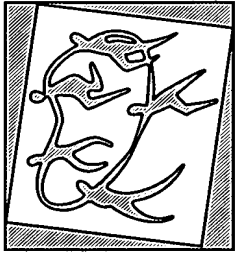
sponsorwise My Sponsorwise Browse Search About Us		Wednesday, October 18, 2000 Front Page Sponsorship Manager RFP Board Messages My Account																
<h2>My Sponsorwise</h2> <p>Good Evening John McKay of LMD, Inc.</p> <p>Current Profile: West Region Buyer ▾ Edit Profile</p> <p>Create An RFP</p> <p>Wise Promotions</p> <p>Consulting Services</p>		<p>Athletes & Entertainers for Kids</p> <p>Athlets & Entertainers for Kids®</p>																
<p>Search: <input type="text"/></p> <p>Saved Searches: Jazz Festivals Music Events Fitness Competitions</p> <p>Favorites ▾</p>		<p>Industry News Donnie Osmond Tatoo Sold on Sponsorwise for Record \$6.5 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities More-></p>																
<p>Notification</p> <table border="1"> <thead> <tr> <th>File Type</th> <th>Subject</th> <th>Received</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td> Proposal Notice: Response to your RFP "Q1'01 Festival"</td> <td>Fri 9/22/00 2:22:PM</td> </tr> <tr> <td><input type="checkbox"/></td> <td> Saved Search: New matches to saved search "Jazz Festivals"</td> <td>Thu 9/21/00 12:45:PM</td> </tr> <tr> <td><input type="checkbox"/></td> <td> Proposal Notice: Response to your RFP "Q4'00 Music Events"</td> <td>Wed 9/20/00 7:08:AM</td> </tr> <tr> <td><input type="checkbox"/></td> <td> Saved Search: New matches to saved search "Fitness Competitions"</td> <td>Tue 9/19/00 10:28:AM</td> </tr> </tbody> </table>		File Type	Subject	Received	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	Fri 9/22/00 2:22:PM	<input type="checkbox"/>	Saved Search: New matches to saved search "Jazz Festivals"	Thu 9/21/00 12:45:PM	<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM	<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM	<p>Convention Center Grateful Dead Tribute Michael Schumacher Las Vegas, NV 1/23/01-New York Indy500-01 Season</p>	
File Type	Subject	Received																
<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	Fri 9/22/00 2:22:PM																
<input type="checkbox"/>	Saved Search: New matches to saved search "Jazz Festivals"	Thu 9/21/00 12:45:PM																
<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM																
<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM																

[sponsorwise](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)

Proposal Viewer

[My Sponsorwise](#) > [RFP Board](#) > [RFP](#) > [Proposal](#)



First Night Boston 2001

Cover Note From Property Owner:

Thank you for the opportunity to present our First Night Boston sponsorship opportunities. First Night Boston is the largest New Year's celebration in North America; featuring theatre, dance, fireworks and much more. Please note that the attachments below provide additional information -- the Excel spreadsheet contains full financial disclosures.

[Please click here to view our Sponsosrwise Property Listing](#)

Attached Documents	Description	File Type
FirstNight2000.ra	Multimedia overview of our Year 2000 celebrations. Requires RealPlayer.	Real Multimedia
Financials.xls	Full financial disclosures.	Excel
HappyNotes.txt	Tons and tons of letters from happy Sponsors!	Text

Fig. 22

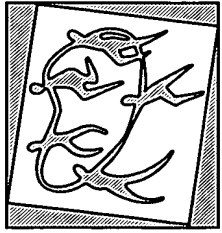
[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [?](#) | [G+](#) | [✉](#)

[\(ADD TO FAVORITES\)](#)

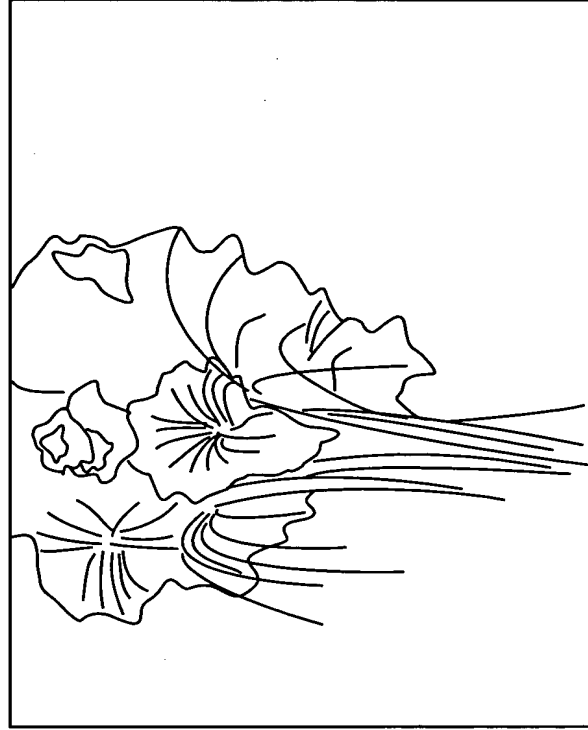
Property Listing






[Browse](#) > [Festivals/Events](#) > [Property](#)

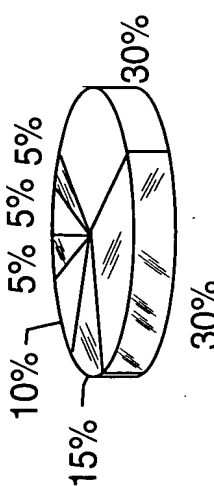
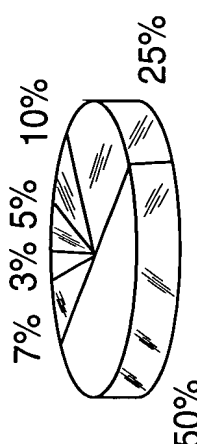
Front Page | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)



First Night Boston 2001



sponsorwise My Sponsorwise Browse Search About Us Help	
ADD TO FAVORITES	
Property Listing Browse > Festivals/Events > Property	
Front Page Event Description Audience Description Inventory Contact Information	
Name:	First Night Boston 2001
Years in Existence:	24
Property Type:	 Festivals/Events
Attending Audience:	3,000,000
Extended Audience:	5,000,000
Key Characteristics:	   
Event Summary:	First Night Boston is the largest New Year's celebration in North America. First Night is an exciting city-wide arts festival featuring theatre, dance, visual art, family entertainment, large-scale ice sculptures, the First Night Grand Procession, fireworks and much more.
Event Date(s):	December 30, 2000 - January 2, 2001
Venue Location:	Zip Code: 02107 City: Boston Region: Northeast Closest Major Market: Boston
Sponsorship Price Range:	\$2,000 - \$200,000
This RFP was distributed only to those Property Owners who meet target parameters.	

sponsewise My Sponsorwise Browse Search About Us Help	
Property Listing Browse > Festivals/Events > Property	
Front Page Event Description Audience Description Inventory Contact Information	
Attending Audience: 3,000,000	
Household Income:	
	<input checked="" type="checkbox"/> Under \$25,000: 5% <input checked="" type="checkbox"/> \$25,000 - \$39,999: 5% <input type="checkbox"/> \$40,000 - \$54,999: 30% <input type="checkbox"/> \$55,000 - \$74,999: 30% <input checked="" type="checkbox"/> \$75,000 - \$99,999: 15% <input checked="" type="checkbox"/> \$100,000 - \$149,999: 10% <input checked="" type="checkbox"/> \$150,000+: 5%
Age:	
	<input checked="" type="checkbox"/> Young Children (0-12): 5% <input checked="" type="checkbox"/> Teenagers (13-17): 10% <input type="checkbox"/> Young Adults (18-35): 25% <input type="checkbox"/> Mature Adults (36-55): 50% <input checked="" type="checkbox"/> Seniors (56-75): 7% <input checked="" type="checkbox"/> Elderly (76+): 3%
Gender: 50/50	
Audience Description: First Night attracts a diverse population from families and kids to seniors. The majority of the audience enjoy fine arts, jazz, classical music, and live entertainment.	

[Home](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Contact Us](#) | [Help](#) | [Terms of Use](#)

Fig. 25

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#)

[G](#) [✉](#) [?](#)

[ADD TO FAVORITES](#)

Property Listing

[Browse](#) > [Festivals/Events](#) > [Property](#)

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Marketing Opportunities:

TV

Print

Live entertainment

Exclusivity

Booth/Display




Signage

Hospitality





Merchandising

Radio

Fig. 26

sponsorwise	My Sponsorwise	Browse	Search	About Us			
Property Listing							
Browse > Festivals/Events > Property							
Front Page Event Description Audience Description Inventory Contact Information							
Contact: Dave Sullivan							
Phone: 617-357-0065							
email dsullivan@firstnightintl.org							
Address:							

sponsorwise | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#)

Search
[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Basic Search:

Please enter search terms for name, description, or keywords.

☐ Include Free Listings

SEARCH

- [Advanced Search](#)
- [Saved Searches](#)

Fig. 28

[sponsorwise](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)

Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:

Key characteristics: [Add](#)
Click "Add" link to select characteristics.

☐ Include Free Listings

Event Type:

Dates: From: To:

Minimum Desired Household Income: For majority of audience.

Desired Age Range: For majority of audience.

Gender:

☐ Reach more males
☐ Reach more females
☐ Reach both males and female

SEARCH

[Save this Search](#)

- [Basic Search](#)
- [Saved Searches](#)

[sponsorwise](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)

Add Characteristics

Please select event characteristics for your search.

FESTIVALS/EVENTS:

Youth	<input type="checkbox"/>	Educational	<input type="checkbox"/>	Gay & Lesbian	<input type="checkbox"/>	Religious	<input type="checkbox"/>	Celebrity Potential	<input type="checkbox"/>	Food & Drink	<input type="checkbox"/>	Family-Oriented	<input type="checkbox"/>	Civic Pride	<input type="checkbox"/>
Nature Oriented (Outdoors)	<input type="checkbox"/>	Live Music/Entertainment	<input type="checkbox"/>	Media Co-sponsor	<input type="checkbox"/>	TV Coverage	<input type="checkbox"/>	Snob Appeal	<input type="checkbox"/>	Shopping opportunity	<input type="checkbox"/>				
Sports:		Team	<input type="checkbox"/>	Xtreme	<input type="checkbox"/>	Racing	<input type="checkbox"/>	Motor Sports	<input type="checkbox"/>	Road racing	<input type="checkbox"/>				

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#)

[Search](#)

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords: **Key characteristics:** [Add](#)
☐ [Include Free Listings](#)

Event Type: **Dates:** **From:** **To:**

Minimum Desired Household Income: For majority of audience.
Desired Age Range: For majority of audience.
Gender: ☐ Reach more males ☐ Reach more females ☐ Reach both males and female

[Save this Search](#)

- [Basic Search](#)
- [Saved Searches](#)

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#)

Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:

Name, Description, or Keywords:
Key characteristics: [Add](#)

☐ Include Free Listings

Event Type:
Dates: From: June 2001 To: September 2001

Minimum Desired Household Income: For majority of audience. \$40,000 - 54,999

Desired Age Range: For majority of audience. Mature Adults (36-55)





Gender:
☐ Reach more males
☐ Reach more females
☒ Reach both males and female

Results:

Sorry, no results were found.

[\(SEARCH\)](#)
[Save this Search](#)

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [Help](#)



Save Your Search

Please enter unique name for your search.

☐ Run continuously and notify me of new matches

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Fig. 33

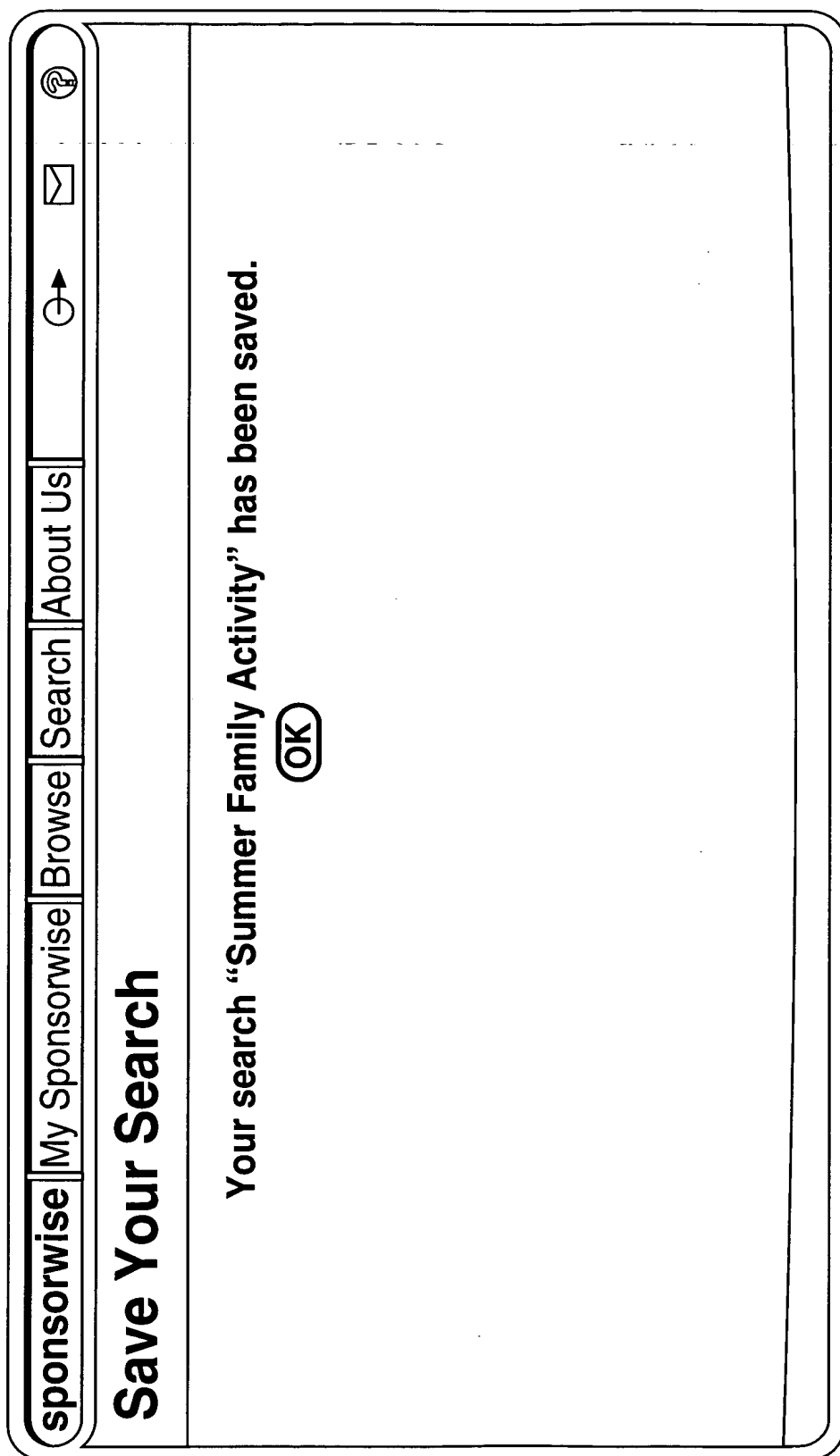


Fig. 34

[sponsorwise](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)

My Sponsorwise
[Front Page](#) | [Sponsorship Manager](#) | [RFP Board](#) | [Messages](#) | [My Account](#)

Wednesday, October 18, 2000

Athletes & Entertainers for Kids

Athletes & Entertainers for Kids®

Good Evening
John Stith of
Coca-Cola Company

Current Profile:

Coca-Cola Buyer

[Edit Profile](#)

[Create An RFP](#)

[Wise Promotions](#)

[Consulting Services](#)

Michal Schumacher Convention Center
Indy500-01 Season Las Vegas, NV 1/23/01-New York

Industry News
Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million
Sponsorship Market Growing Thanks to New Internet Opportunities
[More->](#)

Search:

Saved Searches:
[Summer Family Activity***](#)
[Music Events](#)
[Fitness Competitions](#)

Favorites

Notification

File Type	Subject	Received
<input type="checkbox"/>	Saved Search: New matches to saved search "Summer Family Activity"	Fri 9/22/00 2:22:PM
<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q1'01 Festival"	Thu 9/21/00 12:45:PM
<input type="checkbox"/>	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM
<input type="checkbox"/>	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM

FILE

[sponsorwise](#) | [My Sponsorwise](#) | [Browse](#) | [Search](#) | [About Us](#) | [?](#)

Search

[Basic Search](#) | [Advanced Search](#) | [Saved Searches](#)

Advanced Search:
Name, Description, or Keywords:

Key characteristics: [Add](#)

☐ Include Free Listings

Event Type:

Dates:
From: June 2001 **To:** September 2001

Minimum Desired Household Income: For majority of audience.
 \$40,000 - 54,999

Desired Age Range: For majority of audience.
 Mature Adults (36-55)

Gender:
☐ Reach more males
☐ Reach more females
☒ Reach both males and female

Results:
California League Baseball **score: 95%**

[Save this Search](#)

[sponsorwise](#)

[My Sponsorwise](#)

[Browse](#)

[Search](#)

[About Us](#)

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

Property Listing

[Browse > Sports > Property](#)

California League

Picture Gallery

Click on an image to enlarge.

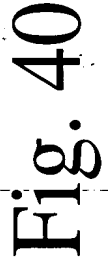
ADD TO FAVORITES

[Front Page](#) | [Event Description](#) | [Audience Description](#) | [Inventory](#) | [Contact Information](#)

Fig. 37

sponsorwise My Sponsorwise Browse Search About Us		
<h2>Property Listing</h2> <p>Browse > Sports > Property</p>		
<p>ADD TO FAVORITES</p>		
<p>Front Page Event Description Audience Description Inventory Contact Information</p>		
<p>Name: California League</p>		
<p>Years in Existence: 59</p>		
<p>Property Type: Sports</p>		
<p>Attending Audience: 2,000,000</p>		
<p>Extended Audience: 3,300,000</p>		
<p>Key Characteristics: </p>		
<p>Event Summary: The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists.</p>		
<p>Event Date(s): April 2000 - September 2000</p>		
<p>Venue Location: Zip Code: NA City: NA Region: West Closest Major Market: SF & LA</p>		
<p>Sponsorship Price Range: \$10,000 - \$100,000</p>		
<p>This RFP was distributed only to those Property Owners who meet target parameters.</p>		

Frequency	Percentage
Never	15%
Once a week	19%
Several times a week	20%
Every day	19%



[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

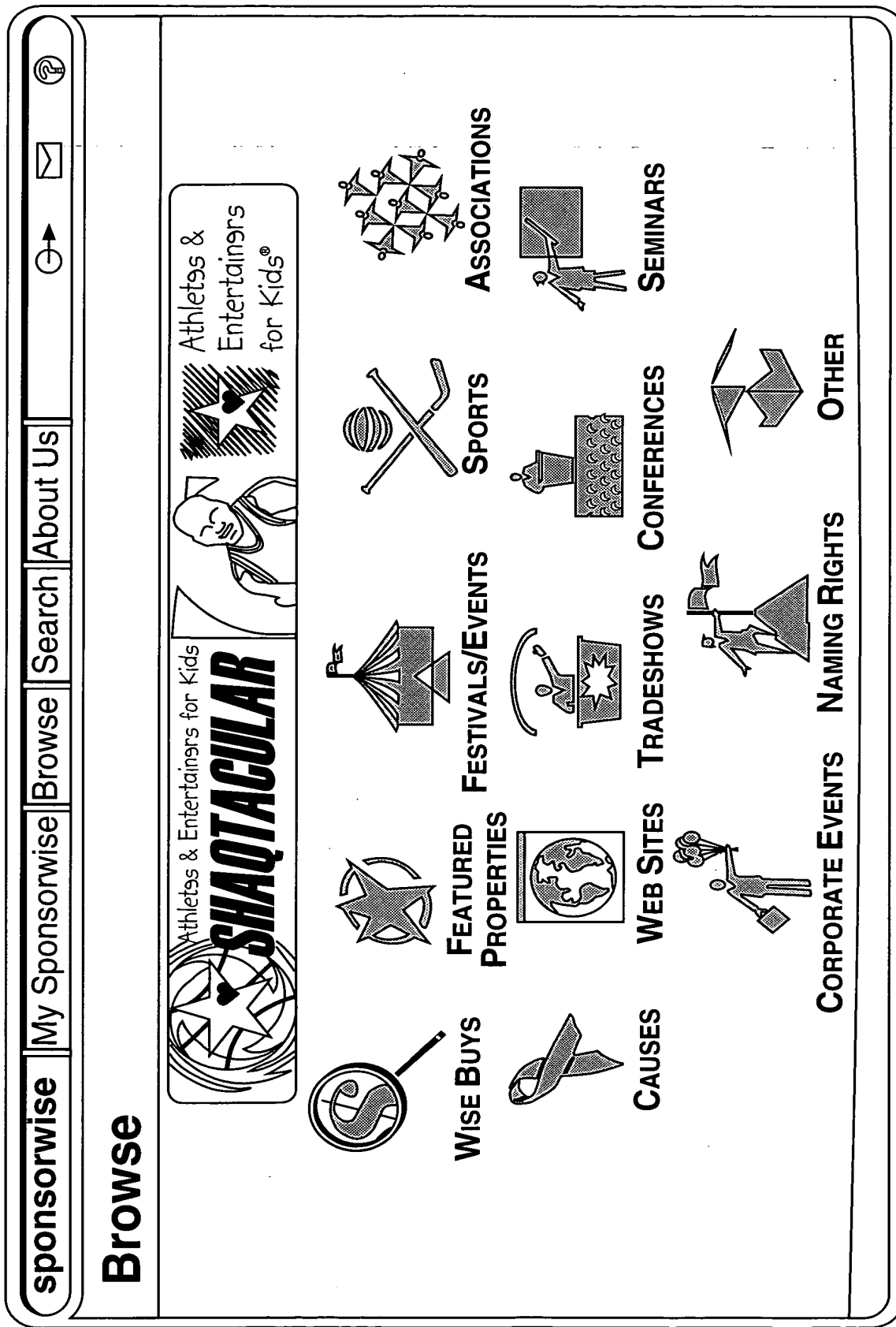
Fig. 41

sponsorwise My Sponsorwise Browse Search About Us		Wednesday, October 18, 2000 Front Page Property Manager RFP Board Messages My Account																
My Sponsorwise Front Page Property Manager RFP Board Messages My Account																		
<p>Good Evening</p> <p>Pete Thureson of California League</p> <p>Current Profile:</p> <p>Cal League Seller ▼ Edit Profile</p> <p>Create A Property</p> <p>Wise Promotions</p> <p>Consulting Services</p>		<p>Athletes & Entertainers for Kids®</p> <p>Athletes & Entertainers for Kids</p> <p>Industry News</p> <p>Donnie Osmond Tatoo Sold on Sponsorwise for Record \$6.5 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities More-></p> <p> Las Vegas, NV</p> <p> Grateful Dead Tribute Michal Schumacher Convention Center 1/23/01-New York Indy500-01 Season</p> <p> 1/23/01-New York Indy500-01 Season</p>																
<p>Notification</p> <table border="1"> <thead> <tr> <th>File Type</th> <th>Subject</th> <th>Received</th> </tr> </thead> <tbody> <tr> <td><input type="checkbox"/></td> <td> Unsold Inventory: Two Week Notice (Backpack Day)</td> <td>Fri 9/22/00 2:22:PM</td> </tr> <tr> <td><input type="checkbox"/></td> <td> Saved Search: New matches to saved search "2001 Events"</td> <td>Thu 9/21/00 12:45:PM</td> </tr> <tr> <td><input type="checkbox"/></td> <td> RFP: AutoSearch has found an RFP that matches your profile</td> <td>Wed 9/20/00 7:08:AM</td> </tr> <tr> <td><input type="checkbox"/></td> <td> RFP: Auto Search has found an RFP that matches your profile</td> <td>Tue 9/19/00 10:28:AM</td> </tr> </tbody> </table> <p>(FILE)</p>		File Type	Subject	Received	<input type="checkbox"/>	Unsold Inventory: Two Week Notice (Backpack Day)	Fri 9/22/00 2:22:PM	<input type="checkbox"/>	Saved Search: New matches to saved search "2001 Events"	Thu 9/21/00 12:45:PM	<input type="checkbox"/>	RFP: AutoSearch has found an RFP that matches your profile	Wed 9/20/00 7:08:AM	<input type="checkbox"/>	RFP: Auto Search has found an RFP that matches your profile	Tue 9/19/00 10:28:AM	<p>Property Manager</p> <p>RFP Board</p> <p>Messages</p> <p>My Account</p> <p>Favorites ▼ </p>	
File Type	Subject	Received																
<input type="checkbox"/>	Unsold Inventory: Two Week Notice (Backpack Day)	Fri 9/22/00 2:22:PM																
<input type="checkbox"/>	Saved Search: New matches to saved search "2001 Events"	Thu 9/21/00 12:45:PM																
<input type="checkbox"/>	RFP: AutoSearch has found an RFP that matches your profile	Wed 9/20/00 7:08:AM																
<input type="checkbox"/>	RFP: Auto Search has found an RFP that matches your profile	Tue 9/19/00 10:28:AM																

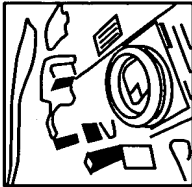
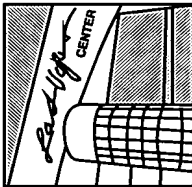
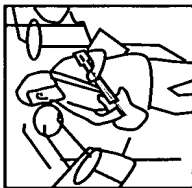
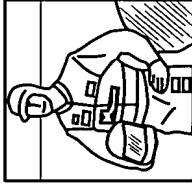
Fig. 42

[Home](#) [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#)

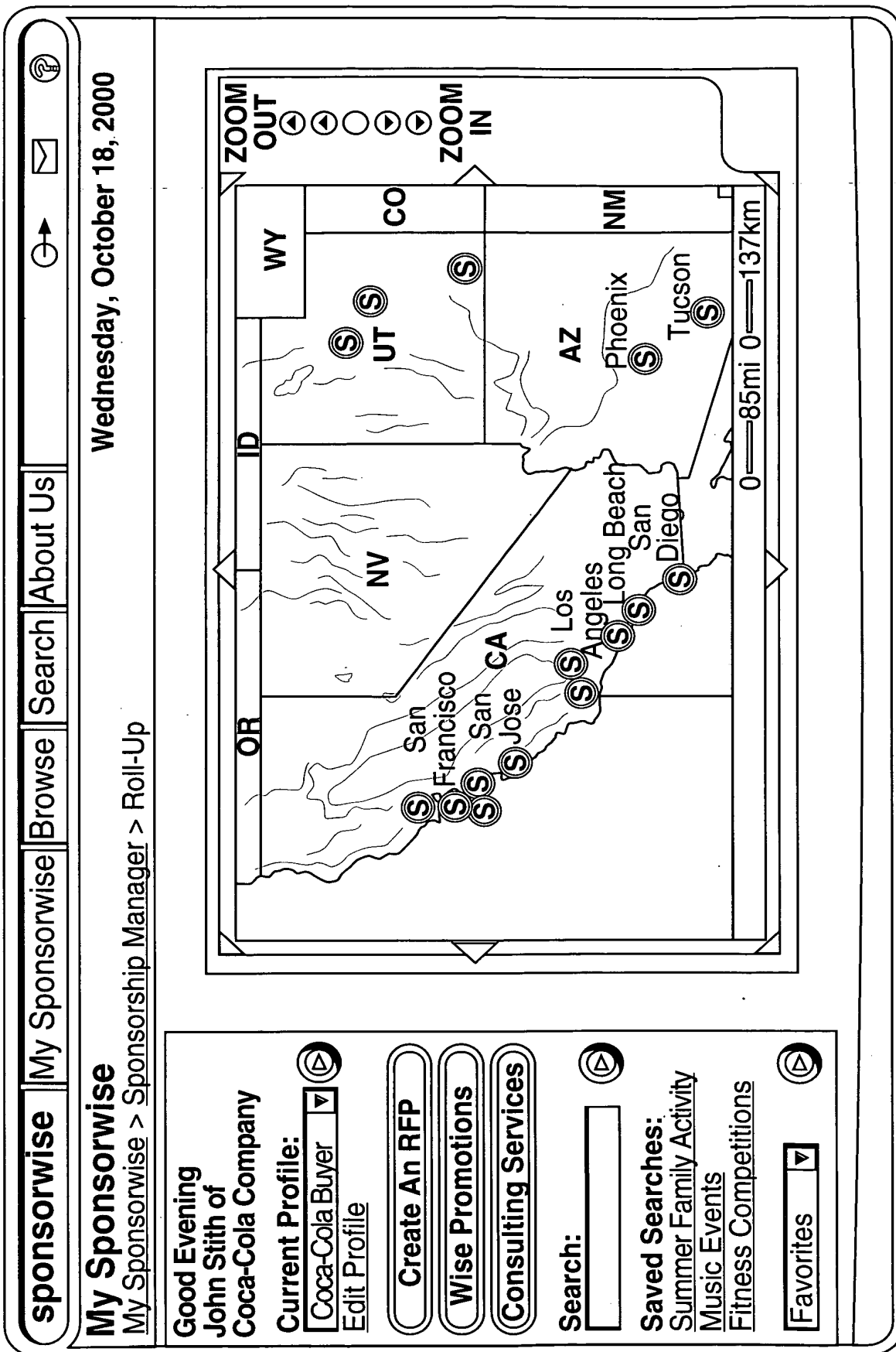
Fig. 43



Home [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#) **Fig. 44**

sponsorwise My Sponsorwise Browse Search About Us			
Wise Buys My Sponsorwise > Browse Properties > Wise Buys			
			
Sports Stadium St. Louis, MO	Convention Center Las Vegas, NV	Grateful Dead Tribute 1/23/01-New York	Consulting Services Banner/Ad Design Event Planning
Property Inventory Dates Price			
The SoFA Music Experience is a weekend long event showcasing new music technology, local, regional, and national caliber bands and Silicon Valley companies active in the digital music revolution			
VIP Party Sponsorship - Exclusive sponsorship of the VIP Party, on-site promotional opportunity, on-site signage		9/14/00-9/17/00	\$6,000
Outdoor Stage Sponsorship - Naming rights to an outdoor stage, on-site opportunity, on-site signage, admission to all event functions.		9/14/00-9/17/00	\$5,000
T-shirt Sponsorship - Exclusive sponsorship of event T-shirt, logo inclusion on T-shirt, admission to all event functions.		9/14/00-9/17/00	\$5,000
Beverage Sponsorship - Logo inclusion on all collateral, use of logo cups, on-site opportunity, and on-site signage.		9/14/00-9/17/00	\$3,000 per donation
Corporate Sponsorship - 10' x 10' booth inside Saturday Expo, 10' x 10' booth at Sunday Festival, signage opportunity, admission to all event functions.		9/14/00-9/17/00	\$1,500
Expo Sponsorship - 10' x 10' booth at Saturday Expo, signage opportunity inside Expo		9/14/00-9/17/00	\$1,000
The California League is a Class A Minor League Baseball league with 10 teams playing in California. Twenty-five percent of major league players have played in the California League. Baseball for purists. The league averages 2,000,000 per season.			
Hat Day - Official, high-quality, CBL hats with your company logo to be distributed to the first 2000 kids at the last homestand of each of 10 California League teams.		9/25/00-10/3/00	\$10,000

sponsorwise My Sponsorwise Browse Search About Us		Wednesday, October 18, 2000 Front Page Sponsorship Manager RFP Board Messages My Account																
<h2>My Sponsorwise</h2> <p>Good Evening John Stith of Coca-Cola Company</p> <p>Current Profile:</p> <div> Coca-Cola Buyer ▼ Edit Profile </div> <div>Create An RFP</div> <div>Wise Promotions</div> <div>Consulting Services</div>		<p>Athletes & Entertainers for Kids®</p> <p>Michael Schumacher Convention Center Grateful Dead Tribute Indy500-01 Season Las Vegas, NV 1/23/01-New York</p> <p>Industry News</p> <p>Donnie Osmond Tattoo Sold on Sponsorwise for Record \$6.5 Million</p> <p>Sponsorship Market Growing Thanks to New Internet Opportunities More-></p>																
<p>Search: <input type="text"/></p> <p>Saved Searches:</p> <ul style="list-style-type: none"> Summer Family Activity Musical Events Fitness Competitions <p>Favorites ▼</p>		<p>Notification</p> <table border="1"> <thead> <tr> <th>File Type</th> <th>Subject</th> <th>Received</th> </tr> </thead> <tbody> <tr> <td><input checked="" type="checkbox"/> ⓘ</td> <td>Saved Search: New matches to saved search "Summer Family Activity"</td> <td>Fri 9/22/00 2:22:PM</td> </tr> <tr> <td><input type="checkbox"/> ⓘ</td> <td>Proposal Notice: Response to your RFP "Q1'01 Festival"</td> <td>Thu 9/21/00 12:45:PM</td> </tr> <tr> <td><input type="checkbox"/> ⓘ</td> <td>Proposal Notice: Response to your RFP "Q4'00 Music Events"</td> <td>Wed 9/20/00 7:08:AM</td> </tr> <tr> <td><input type="checkbox"/> ⓘ</td> <td>Saved Search: New matches to saved search "Fitness Competitions"</td> <td>Tue 9/19/00 10:28:AM</td> </tr> </tbody> </table> <p>FILE</p>		File Type	Subject	Received	<input checked="" type="checkbox"/> ⓘ	Saved Search: New matches to saved search "Summer Family Activity"	Fri 9/22/00 2:22:PM	<input type="checkbox"/> ⓘ	Proposal Notice: Response to your RFP "Q1'01 Festival"	Thu 9/21/00 12:45:PM	<input type="checkbox"/> ⓘ	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM	<input type="checkbox"/> ⓘ	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM
File Type	Subject	Received																
<input checked="" type="checkbox"/> ⓘ	Saved Search: New matches to saved search "Summer Family Activity"	Fri 9/22/00 2:22:PM																
<input type="checkbox"/> ⓘ	Proposal Notice: Response to your RFP "Q1'01 Festival"	Thu 9/21/00 12:45:PM																
<input type="checkbox"/> ⓘ	Proposal Notice: Response to your RFP "Q4'00 Music Events"	Wed 9/20/00 7:08:AM																
<input type="checkbox"/> ⓘ	Saved Search: New matches to saved search "Fitness Competitions"	Tue 9/19/00 10:28:AM																



Home [My Sponsorwise](#) [Browse](#) [Search](#) [About Us](#) [Contact Us](#) [Help](#) [Terms of Use](#) **Fig. 47**

[sponsorwise](#)
[My Sponsorwise](#)
[Browse](#)
[Search](#)
[About Us](#)

My Sponsorwise
[My Sponsorwise > Sponsorship Manager > Roll-Up > California](#)

Wednesday, October 18, 2000

Good Evening
John Stith of
Coca-Cola Company

Current Profile:

Coca-Cola Buyer

[Edit Profile](#)

[Create An RFP](#)

[Wise Promotions](#)

[Consulting Services](#)

Search:

Saved Searches:
[Summer Family Activity](#)
[Music Events](#)
[Fitness Competitions](#)

Favorites

California Sponsorships

Date	Event	Location
9/2/00 - 10/1/00	Shakespeare in the Park	Golden Gate Park San Francisco, California, USA
9/21/00 - 9/24/00	California Bluegrass & Cowboy Music Festival	Plymouth, California, USA
9/22/00 - 9/24/00	International Jazz Festival	Santa Barbara, California, USA
9/22/00 - 9/24/00	San Francisco Blues Festival	Great Meadow, Fort Mason San Francisco, California, USA
9/22/00 - 9/23/00	World Music Festival	Chico, California, USA
9/23/00 - 9/24/00	10th Annual International Friendship Festival	El Cajon, California, USA
9/29/00 - 10/1/00	California International Airshow	Salinas, California, USA
10/5/00 - 10/15/00	Mill Valley Film Festival	Various Locations Mill Valley, California, USA
10/6/00 - 10/8/00	Fleet Week	Pier 39 San Francisco, California, USA
10/6/00 - 10/8/00	The Great Temecula Tractor Race	Temecula, California, USA

49/50

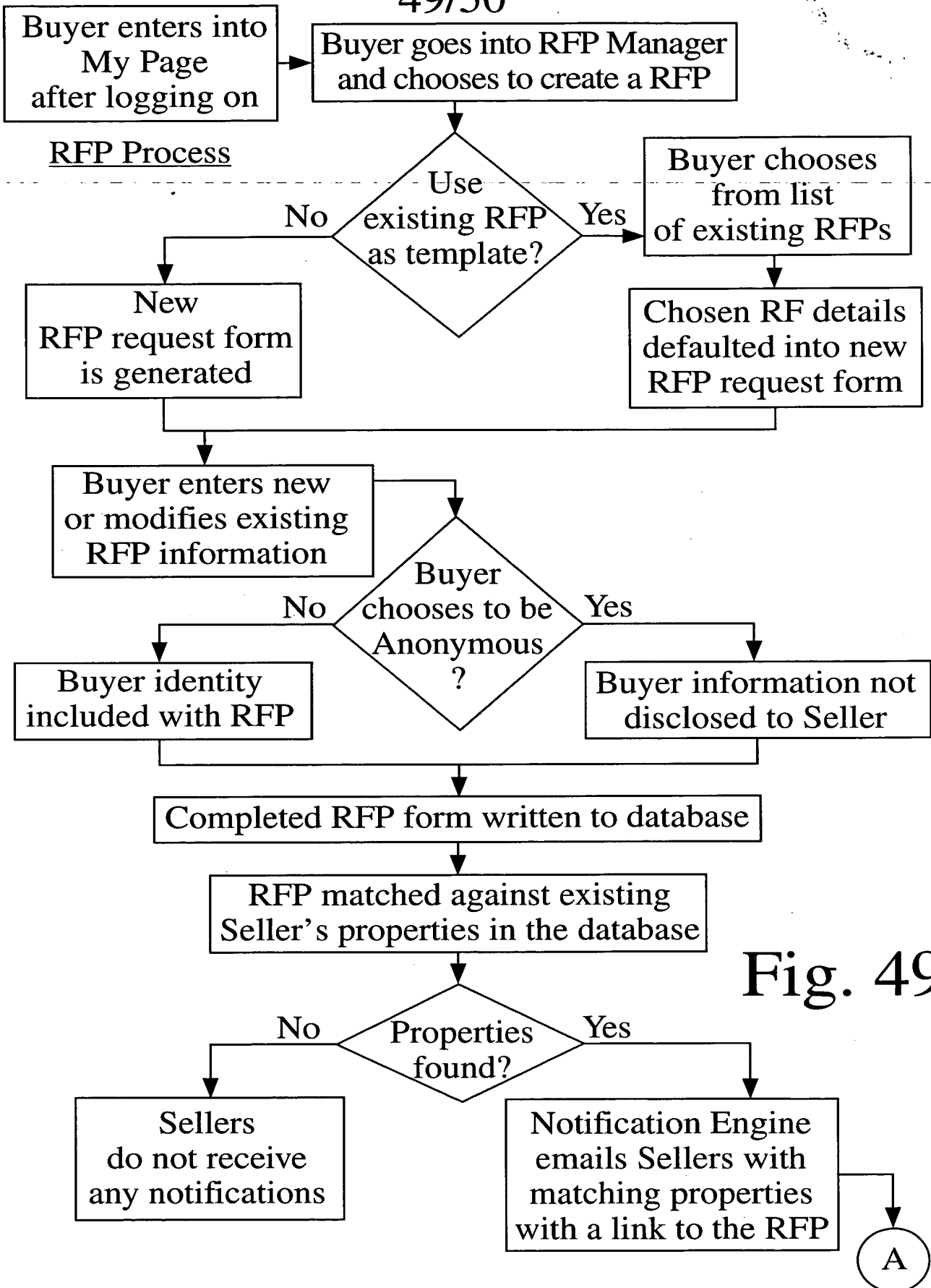


Fig. 49

50/50

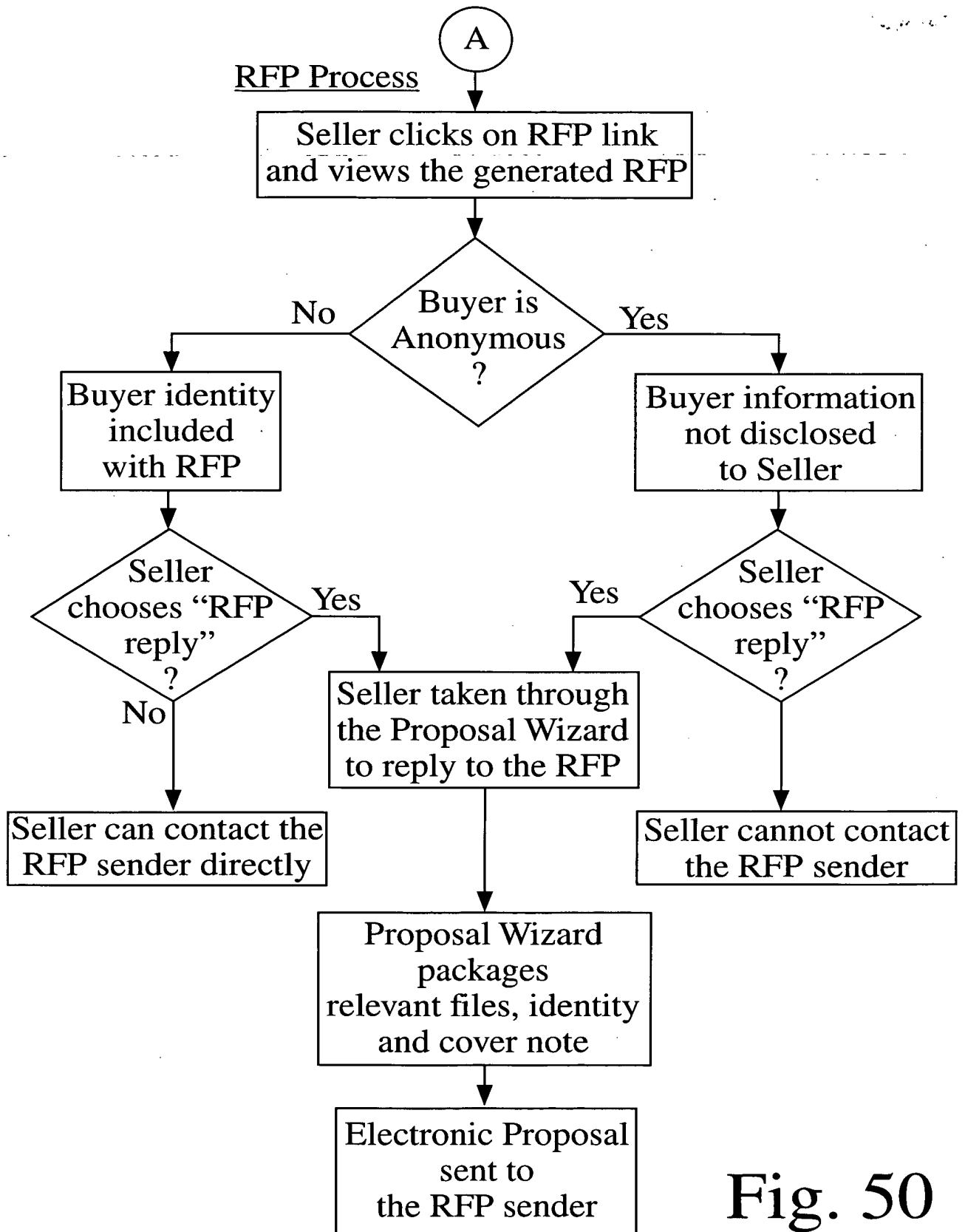


Fig. 50